



**54 Degrees**  
**Project Consultancy**  
**ZFNutrition**



Zoe Fisher Nutrition

**Setting Priorities to Aid Business Growth**

**Project Client**

Zoe Fisher, a nutritionist from ZFNutrition, has been working with Sarah on monthly basis since attending one of her funded action planning sessions, initially setting priorities to help her business move forward.

**Project Aim**

Trying to grow a small business can be taxing, with demanding workloads and not having chance to take a step back and assess what needs doing to get your business to the next level.

Sarah Wilson gives SME's the opportunity to take time out from their businesses and reflect on what they need to do to help them grow. Whether it's on a 1-2-1 consultancy level or a retained basis to keep them on track, Sarah can help them manage



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their workloads, teach them how to prioritise work, reduce stress and help improve business development.

Zoe signed up for Sarah's 1-2-1 consultancy sessions through the SEF funding. They spent two hours going through the business, what its current position was, Zoe's vision for the future, and came up with three main streams of work to concentrate on and highlighting priority tasks to deliver before their next meeting.

**Project Results**

*Zoe said: "I feel more relaxed as now there is control in place. I still have the same 'to do' list, but I know why I'm ignoring things and which of those left are the priorities. I like the discipline of setting deadlines, always the art of good project management. This makes the difference in getting things done."*

Although the funding has ended, Zoe continues to meet with Sarah once a month to ensure she sticks to her priorities, which they review and reset when appropriate.

**The Skills  
Enhancement  
Fund**

The Skills Enhancement Fund is a £50m resource unique to Yorkshire and Humber providing interventions in skills and workforce development which cannot be funded through other sources. The fund, which is co-financed by the Skills Funding Agency through the European Social Fund and managed by Calderdale College on behalf of the West Yorkshire Consortium of Colleges, has supported over 50,000 individuals through part-funded training to employers across Yorkshire & Humber, ensuring that staff are given the support to progress and businesses are able to build a stronger and more productive workforce.